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**FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUASAN
PENGGUNA
*UUM PORTAL SINGLE SIGN ON***



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**UNIVERSITI UTARA MALAYSIA
2016**

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*UUM PORTAL SINGLE SIGN ON***



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**Tesis ini diserahkan kepada Pusat Pengajian Pengurusan Perniagaan (SBM),
Universiti Utara Malaysia,
sebagai memenuhi sebahagian dari syarat keperluan
Ijazah Sarjana Sains Pengurusan**

KEBENARAN MERUJUK

Kertas projek ini dikemukakan sebagai memenuhi sebahagian daripada keperluan pengijazahan Sarjana Sains (Pengurusan). Saya bersetuju membenarkan pihak perpustakaan Universiti Utara Malaysia (UUM) menjadikan kertas projek ini sebagai bahan rujukan. Saya juga bersetuju membenarkan sebarang bentuk salinan samada secara keseluruhan atau sebahagian daripada kertas projek ini untuk tujuan akademik dengan mendapatkan kebenaran penyelia kertas projek atau Dekan Pusat Pengajian Pengurusan Perniagaan. Sebarang bentuk salinan atau penggunaan samada secara keseluruhan atau mana-mana bahagian daripada kertas projek ini, bagi tujuan komersil tidak dibenarkan sama sekali tanpa kebenaran daripada penyelidik. Penyataan rujukan kepada penyelidik dan Universiti Utara Malaysia perlu dinyatakan dalam penggunaan sebarang bentuk bahan-bahan yang terdapat di dalam kertas projek ini.

Permohonan bagi mendapatkan kebenaran untuk membuat salinan atau menggunakan secara keseluruhan atau sebahagian kertas projek ini boleh dibuat dengan menulis kepada:

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ABSTRAK

Pada masa kini, sistem maklumat komputer merupakan komponen yang sudah tidak asing lagi dalam organisasi di Malaysia. UUM Information Technology (UUMIT) sebagai jabatan yang bertanggungjawab memberi perkhidmatan berkaitan Teknologi Maklumat (IT) kepada komuniti Universiti Utara Malaysia (UUM), sentiasa berusaha untuk menambahbaik perkhidmatan yang disediakan. Salah satu usaha yang telah dilaksanakan ialah membangunkan UUM Portal Single Sign On (PSSO). Kajian ini bertujuan mengkaji faktor-faktor yang mempengaruhi kepuasan pengguna PSSO. Objektif kajian ialah untuk mengenalpasti hubungan antara sistem yang berkualiti dengan kepuasan pengguna terhadap PSSO, menganalisa hubungan antara maklumat yang berkualiti dengan kepuasan pengguna terhadap PSSO dan mengkaji hubungan antara perkhidmatan yang berkualiti dengan kepuasan pengguna terhadap PSSO. Model DeLone dan McLean digunakan sebagai asas kepada pembentukan pembolehubah. Kajian ini melibatkan pelajar Sarjana Muda UUM sepenuh masa. Sebanyak 150 borang soal selidik diedarkan dan hanya 138 borang boleh digunakan untuk membuat analisis. Hipotesis ke atas hubungan pembolehubah diuji menggunakan analisis regresi. Dapatan kajian mendapati sistem berkualiti, maklumat berkualiti dan perkhidmatan berkualiti mempunyai hubungan yang positif dan signifikan dengan kepuasan pengguna PSSO. Implikasi dapatan kajian, limitasi dan cadangan kajian pada masa hadapan turut dibincangkan.

Kata Kunci: Kepuasan pengguna; Sistem maklumat; Sistem berkualiti; Maklumat berkualiti; Perkhidmatan berkualiti.

ABSTRACT

Nowadays, computer information systems are a component that is well known to the organization in Malaysia. UUM Information Technology (UUMIT) as the department responsible for providing services related to Information Technology (IT) for Universiti Utara Malaysia (UUM) community, always looking forward to improve the services provided. One of the efforts that have been implemented are developing UUM Portal Single Sign On (PSSO). This study aims to examine the factors that influence satisfaction of PSSO user. The objectives of the study are to identify the relationship between the quality of the system to the satisfaction of PSSO user, to analyze the relationship between the quality of information with the satisfaction of PSSO user and the relationship between service quality and the satisfaction of PSSO user. DeLone and McLean model is used as the basis for the formation of the variables. This study involved full-time UUM Bachelor students. A total of 150 questionnaires were distributed and only 138 can be used for analysis. Hypotheses on the relationship variables were tested using regression analysis. Results showed that system quality, information quality and service quality has a positive and significant relationship with user satisfaction. The implications of the findings, limitations and suggestions for future research are also discussed.

Keywords: User satisfaction; Information system; Quality system; Quality information; Quality service.

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BAB SATU

PENGENALAN

1.1 Pendahuluan

Setiap organisasi sama ada besar atau kecil mempunyai pengguna yang perlu diberi perhatian kerana pengguna merupakan salah satu dari sumber dana utama sesuatu organisasi. Kajian ini bertujuan mengkaji faktor-faktor yang mempengaruhi kepuasan pengguna terhadap salah satu sistem maklumat yang disediakan oleh jabatan UUM Information Technology (UUMIT) kepada pengguna. Bab pengenalan ini menerangkan mengenai latar belakang kajian, pernyataan masalah, objektif, skop dan kepentingan kajian yang akan dilakukan.

1.2 Latar Belakang Kajian

Kepuasan pengguna merupakan satu perkara yang telah menjadi subjek kajian sejak bertahun dahulu. Perkara ini berlaku kerana ia merupakan subjek yang tidak boleh dipisahkan dari sesuatu organisasi sama ada yang memberikan perkhidmatan atau yang menjual barangan. Seperti kata pepatah, subjek kepuasan pengguna ini umpama sesuatu yang “tidak akan lapuk dek hujan dan tidak akan lekang dek panas”.

Kotler (2003) menjelaskan bahawa kepuasan pengguna adalah perasaan senang atau kecewa seseorang yang muncul, setelah membandingkan antara persepsi atau kesan terhadap prestasi perkhidmatan atau hasil sesuatu produk dengan jangkaan-jangkaannya. Manakala Zeithaml, Parasuraman, dan Berry (1990) memperincikan bahawa pengguna bukan hanya membuat penilaian berdasarkan hasil (*outcome*) sesuatu

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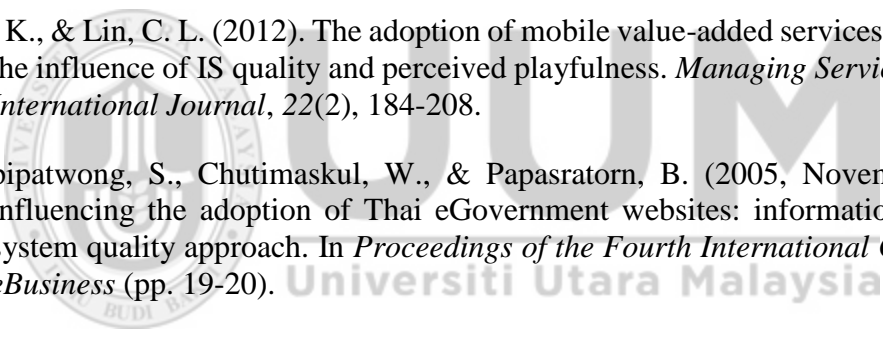
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